



# Committee Call Notes

## Gallus Advisory Committee

### Conference Call

Tuesday, April 10, 2018

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

### **The following Committee members were in attendance:**

- Todd Fonseca, Medtronic
- Elisabeth Freeman, ICPD
- Scott May, ICPD
- Dustielyn Savage, ICPD

### **Welcome remarks & introductions:**

Scott May welcomed everyone to the call for the Gallus Advisory Committee. Scott informed the advisory group how they could locate the supporting documents on the committee page by visiting the ICPD website ([icpdprograms.org](http://icpdprograms.org)), under the drop-down menu on the top right (Committees). Scott reviewed the agenda for the meeting then introduced the committee members and announced the excused absences.

### **Gallus Program (formerly Modules for Innovative and Diverse Leaders (MIDL))**

- Program Overview

Elisabeth explained that the MIDL portal was for mid-level professionals who were looking to enhance their careers and move to more senior level. The program criteria required participants to have 5+ years management experience and advanced degrees. Participants from academia, government and industry were selected.

The profile of Gallus itself is pretty much the same except we have expanded it to include established leaders. Gallus is no longer limited to middle managers and is for anyone able to contribute to the leadership community, albeit, they should have relevant experience.

Gallus ensures we provide connectivity between future leaders and those already in leadership positions. In the previous program we had "coaches," Gallus will be a platform for leadership. We are still fine tuning the program description. Scott asked if it is necessary to be ethnically diverse (or a minority) to be a member of Gallus? Elisabeth answered that we should discuss this with the committee, but she believes it is no longer a definition of what a Gallus member is. Rather, Gallus will become a community of professionals who are either striving for leadership or who want to "reach back" to help others become take on greater leadership responsibilities.

Scott suggested that perhaps, a way to say this is that Gallus is a community of professionals, regardless of their ethnicity, who are dedicated to growing the number of ethnically diverse senior leaders in the biotechnology, medical device and consumer healthcare industries. Elisabeth agreed that when you are member of Gallus it doesn't mean that the profile of each member will be diverse.



The group agreed that Gallus should be **“an online community of organizations and individuals committed to increasing the ethnic diversity of senior leadership in the biotech/pharma, consumer healthcare and medical technology industries. Gallus is a catalyst for leaders who want to enhance performance and make a meaningful difference,”** Elisabeth added they get access to resources to help achieve that very outcome.

The Gallus Leader Learning space will give members tools and they have the option to attend in-person training periodically. Gallus members will receive recognition for their achievements and they have access to a network and are able to connect with people who have similar goals.

- Member Profiles  
Elisabeth reported that we have completed a system that allows the modification of profiles by members. Members are permitted to invite other people to join the community. Members can complete a form and it will pre-populate an email to the person they are inviting. An application form has been created that automatically migrates their applicant information to their profile. Gallus has a membership fee, and as soon as a candidate applies and is accepted, they are sent an invoice that they can pay through PayPal.
- Modules  
The web development team is now working on the Gallus Leader learning modules. With the former MIDL program we had static content, but Gallus will provide a more dynamic learning environment for its web community. For example, if someone wants to share graphics or presentations, they will be able to contribute to a learning space on a topic. If a member works within a learning module, the system tracks that work and awards Gallus points.  
  
The more modules a member subscribes to and interacts with, the more members accrue points and gain higher status within the Gallus community. Members are not required to work with modules in any specific order. Instead they can subscribe to modules that interest them. The system will “push” new content to members via a weekly email summary. A rating system is being developed that shows how members have advanced in status within the community. All members can contribute content to the modules.
- Sponsorship  
This item was postponed until a future committee meeting.

## **Planning for Gallus**

- Budgets and scope of work refined and approved for portal and electronic publications  
Scott discussed that there was a budget created for development and programming work and we are well underway with the creation of the front and back-end of the Gallus portal. Elisabeth added that we have completely reshaped the Gallus portal.
- Conversion of MIDL website for Gallus and programming of additional functionality  
We are almost done with the Beta version. Elisabeth mentioned some of the new features on the Gallus portal. One option is that members can nominate others to become a part of Gallus. There is a much more streamlined application.



The content is much more sophisticated than before. It's a selective based learning system. The really exciting feature is that members can add materials and comments to any of the modules. It will be a growing knowledge base.

- Refine value propositions for participants and sponsors

Scott asked Elisabeth what we need to do to move forward. Elisabeth explained that we have developed a value proposition for both individual and corporate members. We will review that in a future committee call. Elisabeth expressed that with regard to individual members, member fees should be affordable but also reflect the value of the community. The range under consideration has been from \$100-\$300 per year.

Elisabeth asked for any input from the committee. Todd described a somewhat similar member communities and suggested that Gallus will fill a need. He suggested that is not unreasonable to ask for approximately \$200 for member access. He wouldn't go less than \$100 because we'd want members to take the program seriously and see the value in the program. If the price is too low, they may join but not participate. Elisabeth and Scott thanked Todd for his input.

- Finalize sponsorship package

Currently the suggested sponsorships levels are Supporting Sponsor \$10,000, Program Sponsor \$20,000K, Major Sponsor \$50,000 and Lead Sponsor \$100,000. Scott explained we are still refining what is included with each level, but sponsor benefits will include memberships for employees and stakeholders, advertisements on the portal and electronic publications, special access for talent acquisition staff, and in-person event sponsorship.

- 2018 schedule for modules, webinars and events

This item was postponed until a future committee meeting.

- Finalize curriculum

This item was postponed until a future committee meeting.

- Policy on diversity and membership

This item was postponed until a future committee meeting.

- Integration into ICPD webinars

This item was postponed until a future committee meeting.

- Implementation timetable

This item was postponed until a future committee meeting.

- Marketing and communications plan for participants and sponsors

This item was postponed until a future committee meeting.



## **Transition for past MIDL Participants**

- Gallus membership status  
We will grandfather the current members into Gallus.
- Communication to participants, coaches and sponsors  
This item was postponed until a future committee meeting.

## **Partner Support**

- Membership on Advisory Committee  
This item was postponed until a future committee meeting.
- Prospects for seed funding  
This item was postponed until a future committee meeting.

## **ICPD Update**

Scott mentioned the dates of these upcoming ICPD programs:

- The Scientist Mentoring and Diversity Program for Biotechnology training session will be held June 2-6, 2018 in Boston, MA  
We will have a Gallus element at the opening night reception.
- The Scientist Mentoring and Diversity Program for Medical Technology will be held September 22-26 in Philadelphia, PA

## **Other & Action Items**